

Masters of Business Administration (Executive) 2021-23 Program Structure
(Five Specializations Offered: Marketing, Finance, SCM & Operations, Human Resource, and IT & Analytics)

MBA (Executive) 2021-23 Batch
Program Structure

(Lectures are offered in both Offline/Physical and Online Modes as per convenience of students)

MBA (Executive) is a 30 months program conducted SEPARATELY on Weekdays in the evening – Monday to Friday and Weekends – Saturdays & Sundays from morning to evening, so you avail the benefits of the same top-ranked curriculum of our full-time MBA in addition to latest case study discussion and best pool of industry experienced faculty to build a solid foundation in all functional areas of business while gaining global, technology and entrepreneurial perspectives. Specializations in “Marketing”, “Finance”, “SCM & Operations”, “Human Resource”, and “IT & Analytics” are offered during this program so the executive students will get MBA (Executive) with specialization mentioned in degree certificate.

- Objective** : To provide high quality management education to working professionals through advancement of knowledge in all business-related disciplines and development of ethos of corporate professionalism in these executive students.
- Duration** : Two and Half Years, i.e. 30 Months (Five Semesters) Part Time Programme
- Intake** : 150 Seats (Including Weekdays & Weekends Batches)
- Reservation of Seats** : Open to all
- Eligibility** : An executive/professional seeking admission for the programme must possess Bachelor's Degree of any Statutory University or any other recognized Foreign University with 50% marks and **Two Years of Work Experience after graduation.**

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6. **Selection Procedure** : Personal Interaction
7. **Program Pattern** : Specializations in “Marketing, Finance, SCM & Operations, HR, and IT & Analytics”. Total five semesters.
8. **Fees** : Rs 3,96,000/- for all 5 semesters + Rs 10,000/- refundable deposit.
1st Semester –Rs 99,000/- +Rs 10,000/- (refundable deposit) =Rs 1,09,000/-
2nd Semester – Rs 99,000/-
3rd Semester – Rs 99,000/-
4th Semester – Rs 99,000/-
5th Semester – Nil
- Total Fee: Rs 4,06,000/-**
9. **Assessment** : All Internal Courses will have 100% component as internal evaluation at the Institute level. All External Courses will have 60% internal component and 40% component as external (University) exam.
10. **Standard of Passing** : The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to ‘O’ (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared fail. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 for the program.
11. **Award of Degree** : “**Masters of Business Administration (Executive)**” will be awarded at the end of 5th semester examination by taking into consideration the performance of all 5 semesters’ examinations after obtaining minimum 4 CGPA out of 10 CGPA.

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Semester I

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
020447101	Managerial Economics	2	100	-	100
020447102	Research Methodology	2	100	-	100
020447103	Legal Aspects of Business	2	100	-	100
020447104	Essentials of Marketing Management	2	60	40	100
020447105	Human Resource Management	2	60	40	100
020447106	Management of Operations	2	60	40	100
020447107	Financial Accounting	2	100	-	100
020447108	Cost Accounting	2	100	-	100
020447109	Organizational Behavior	2	60	40	100
0204471010	Goods and Service Tax	2	60	40	100
Total		20	800	200	1000

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Semester II

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
020447201	Consumer Behaviour	2	60	40	100
020447202	Strategic Management	2	100	40	100
020447203	Product Management	2	100	-	100
020447204	Leadership and Capacity Building	2	60	40	100
020447205	Fundamentals of Supply Chain Management	2	60	40	100
020447206	Introduction to Business Intelligence	2	100	-	100
020447207	Management Accounting	2	60	40	100
020447208	Marketing Research	2	100	-	100
020447209	Business Statistics	2	100	-	100
020447210	Contemporary Practices in Business	2	100	-	100
Total		20	800	200	1000

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Semester III

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
020447301	Corporate Governance and Ethics	2	100	-	100
020447302	International Business and Global Strategies	2	60	40	100
020447303	Customer Relationship Management	2	60	40	100
020447304	Financial Management	2	60	40	100
020447305	Lean Six Sigma	2	100	-	100
020447306	Brand Management	2	100	-	100
020447307	Introduction to Financial Markets and Institutions	2	60	40	100
020447308	Training and Development	2	60	40	100
020447309	Advanced Business Communication	3	150	-	150
0204471310	Advanced Excel	1	50	-	50
Total		20	800	200	1000

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Semester IV – Specializations

Note: Students have to select any one of the FOUR specializations as mentioned below.

E.g. Marketing OR Finance OR SCM & Operations OR Human Resource OR IT & Analytics

Marketing

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
Specialization Subjects					
020447406	Business to Business Marketing	2	60	40	100
020447407	International Marketing	2	100	-	100
020447408	Integrated Marketing Communication	2	60	40	100
020447409	Marketing Strategy	2	100	-	100
020447410	Digital Marketing	2	60	40	100
Total		20	800	200	1000

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Finance

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
Specialization Subjects					
020447411	Advanced Corporate Finance	2	60	40	100
020447412	Derivative Markets	2	100	-	100
020447413	Financial Modelling	2	60	40	100
020447414	International Finance	2	100	-	100
020447415	Project & Infrastructure Finance	2	60	40	100
Total		20	800	200	1000

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SCM & Operations

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
Specialization Subjects					
020447416	Operations Strategy and Control	2	60	40	100
020447417	Procurement Management	2	100	-	100
020447418	Technologies in Supply Chain	2	60	40	100
020447419	Logistics Management	2	100	-	100
020447420	Project Management	2	60	40	100
Total		20	800	200	1000

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Human Resource

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
Specialization Subjects					
020447421	Talent Management	2	60	40	100
020447422	Performance Management System	2	100	-	100
020447423	Organizational Development & Change	2	60	40	100
020447424	Employment Related Laws	2	100	-	100
020447425	Compensation & Reward Management	2	60	40	100
Total		20	800	200	1000

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IT and Analytics

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
Compulsory Subjects					
020447401	Entrepreneurship	2	60	40	100
020447402	Management Information System	2	60	40	100
020447403	Business Analytics	2	100	-	100
020447404	Merger and Acquisition	2	100	-	100
020447405	Security Analysis and Portfolio Management	2	100	-	100
Specialization Subjects					
020447426	Machine Learning	2	60	40	100
020447427	Data Mining	2	100	-	100
020447428	Internet of Things	2	60	40	100
020447429	Mobile Analytics	2	100	-	100
020447430	Information Risk Management	2	60	40	100
Total		20	800	200	1000

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Semester V

Course Code	Subject Name	Credits	Internal Marks	External Marks	Total Marks
020447501	Dissertation	20	-	1000	1000
Total		20	-	1000	1000

Important:

- 1. The Meanings of Internal Marks:** The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects.
- 2. Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.
- 3. The Meaning of External Marks:** Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.
- 4. Mini Project / Dissertation:** Exam would be in the form of Viva / Presentation for 100% marks besides hard copy submission.
- 4. Credit:** 1 credit means 15 hours class room teaching and 50 marks. 2 credits mean 30 hours class room teaching and 100 marks.

Other Instructions:

- Symbiosis International (Deemed University) keeps receiving the updated guidelines from AICTE / UGC, Govt of India regularly in order to incorporate the changes in the form of new nomenclature, duration of program etc. In such cases, the candidates who have applied for this program have to accept the change.
- Candidates will be communicated immediately if there is any change in fee structure as decided by Fee Structure Committee of SIU.

For more details, please contact

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